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second data including advertisement data in which content concealment data for concealing the content data are buried. In reproduction of the first data recorded on the recording medium, the content concealment data are extracted from the second data and a cipher implemented to the first data read from the recording medium is decoded by using the extracted content concealment data. Thus, the first data are reproduced subsequently to the second data.--

IN THE CLAIMS

Please amend claims 1-56 by rewriting same to read as follows:

--1. (Amended) A recording medium in which second data in which content concealment data for concealing content data are buried and recorded at a position where reproduction is conducted prior to first data including content data when the first data are reproduced.

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--2. (Amended) The recording medium as set forth in claim 1, wherein the second data include at least one unit of advertisement data.

--3. (Amended) The recording medium as set forth in claim 1, wherein the second data include a plurality of units of advertisement data, and the content concealment data are buried in the plurality of units of advertisement data in a

distributed manner.

--4. (Amended) The recording medium as set forth in claim 1, wherein the second data include a plurality of units of advertisement data, encipherment processing is respectively implemented to the plurality of units of advertisement data and to key data for decoding encipherment processing implemented to one unit of advertisement data of remaining advertisement data buried in a predetermined unit of advertisement data, and the content concealment data are buried in advertisement data last reproduced of the plural advertisement data.

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--5. (Amended) The recording medium as set forth in claim 1, wherein the content concealment data are buried during a blanking period of the second data.

--6. (Amended) A recording medium in which first data and second data are recorded, the second data are recorded at a position where a read-out operation is conducted prior to the first data in reproducing the first data, and the first data are recorded after encipherment processing is performed by using data extracted from the second data.

--7. (Amended) The recording medium as set forth in claim 6, in which the second data include at least one unit of advertisement data.

--8. (Amended) The recording medium as set forth in claim 6, wherein the data extracted from the second data are predetermined line data of a predetermined frame of the advertisement data.

--9. (Amended) The recording medium as set forth in claim 6, wherein the data extracted from the second data are data of a predetermined frame of the advertisement data.

--10. (Amended) A recording method for a recording medium, the method comprising the steps of:

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burying content concealment data for concealing first data including content data in delivered second data;

implementing concealment processing to the first data by using the content concealment data; and

implementing encode processing to the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented to record the processed data onto the recording medium.

--11. (Amended) The recording method as set forth in claim 10, further including the steps of: multiplexing the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented; and implementing the encode processing to the multiplexed data.

--12. (Amended) The recording method as set forth in claim 10, wherein the second data include at least one unit of advertisement data.

--13. (Amended) The recording method as set forth in claim 10, wherein the second data includes a plurality of units of advertisement data and the content concealment data are buried in the plurality of units of advertisement data in a distributed manner.

--14. (Amended) The recording method as set forth in claim 10, wherein the content concealment data are buried during a blanking period of the second data.

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--15. (Amended) The recording method as set forth in claim 10, the method further including the steps of: implementing compression processing to the respective first data and second data in which the content concealment data are buried; and implementing the concealment processing to the first data and second data to which the compression processing has been implemented.

--16. (Amended) The recording method as set forth in claim 10, wherein the second data in which the content concealment data are buried are recorded at a position on the recording medium where a read-out operation is performed prior to the first data.

--17. (Amended) A recording method for a recording medium, comprising the steps of:

implementing encipherment processing to first data
including content data by using data extracted from delivered second data; and

implementing encode processing to the second data and the first data to which the encipherment processing has been implemented to record the processed data onto the recording medium.

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--18. (Amended) The recording method as set forth in claim 17, the method including the steps of: multiplexing the second data and the first data to which the encipherment processing has been implemented; and implementing the encode processing to the multiplexed data.

--19. (Amended) The recording method as set forth in claim 17, wherein the second data include at least one unit of advertisement data.

--20. (Amended) The recording method as set forth in claim 17, wherein the data extracted from the second data are predetermined line data of a predetermined frame of the advertisement data.

--21. (Amended) The recording method as set forth in

claim 17, wherein the data extracted from the second data are data of a predetermined frame of the advertisement data.

--22. (Amended) The recording method as set forth in claim 17, wherein the second data in which content concealment data are buried are recorded at a position on the recording medium where a read-out operation is conducted prior to the first data.

--23. (Amended) A data recording method, comprising the steps of:

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respectively burying cipher key data for implementing encipherment processing to first data including content data into a plurality of units of delivered second data;

implementing concealment processing to at least a partial area of the first data based on the cipher key data buried in the second data; and

implementing encode processing to the second data in which content concealment data are buried and the content data to which the concealment processing has been implemented to record the processed data.

--24. (Amended) The data recording method as set forth in claim 23, wherein the plurality of units of second data respectively include advertisement data and the method further includes the steps of: generating the content concealment data by using the cipher key data read from the advertisement data;

and implementing concealment processing to the first data based on the generated content concealment data.

--25. (Amended) The data recording method as set forth in claim 23, wherein the plurality of units of second data respectively include advertisement data and the method further includes a step of implementing concealment processing to a plurality of respective areas of the first data by using the cipher key data read from the advertisement data.

--26. (Amended) A reproducing method for a recording medium, comprising the steps of:

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extracting content concealment data for concealing content data from second data read from a recording medium adapted so that the second data in which the contents concealment data are buried are recorded at a position where reproduction is performed prior to first data including the content data in reproducing the first data;

decoding a cipher implemented to the first data read from the recording medium by using the extracted content concealment data; and

outputting the decoded first data to the second data.

--27. (Amended) The reproducing method as set forth in claim 26, the method further including the steps of: temporarily taking the second data read from the recording medium into a buffer memory; and extracting the content

concealment data from the second data taken into the buffer memory.

--28. (Amended) The reproducing method as set forth in claim 26, wherein reproduction of the first data is stopped when one of the second data fail to be read from the recording medium and the content concealment data fail to be extracted from the second data.

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--29. (Amended) The reproducing method as set forth in claim 26, wherein when the second data undergo special reproduction cryptanalysis processing of the first data is stopped.

--30. (Amended) A reproducing method for a recording medium, comprising the steps of:

reading second data from a recording medium adapted so that first data and the second data are recorded, the second data being recorded at a position where a read operation is performed prior to the first data in reproducing the first data and the first data being recorded after encipherment processing by using data extracted from the second data;

extracting data of a predetermined area of the second data read;

decoding a cipher implemented to the first data read from the recording medium by using the extracted data; and

outputting the decoded first data to the second data.

--31. (Amended) The reproducing method as set forth in claim 30, wherein reproduction of the first data is stopped when one of the second data fail to be read from the recording medium and the data of the predetermined area fail to be extracted from the second data.

--32. (Amended) The reproducing method as set forth in claim 30, wherein when the second data undergo special reproduction cryptanalysis processing of the first data is stopped.

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--33. (Amended) A transmitting method for data, comprising the steps of:

burying content concealment data for concealing first data including content data into delivered second data;

implementing concealment processing to the first data by using the content concealment data; and

implementing encode processing to the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented to transmit the processed data.

--34. (Amended) The transmitting method as set forth in claim 33, the method further including the steps of: multiplexing the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented; and implementing the encode

processing to the multiplexed data.

--35. (Amended) The transmitting method as set forth in claim 33, wherein the second data include at least one unit of advertisement data.

--36. (Amended) The transmitting method as set forth in claim 33, wherein the second data include a plurality of units of advertisement data and the content concealment data are buried into the plurality of units of advertisement data in a distributed manner.

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--37. (Amended) The transmitting method as set forth in claim 33, wherein the content concealment data are buried during a blanking period of the second data.

--38. (Amended) The transmitting method as set forth in claim 33, the method further including the steps of: implementing compression processing to respective ones of the first data and the second data in which the content concealment data are buried; and implementing the concealment processing to the first and second data to which the compression processing has been implemented.

--39. (Amended) A transmitting method for data, comprising the steps of:

implementing encipherment processing to first data

including content data by using data extracted from delivered second data; and

implementing encode processing to the second data and the first data to which the encipherment processing has been implemented to transmit the processed data.

--40. (Amended) The transmitting method as set forth in claim 39, wherein the method includes the steps of: multiplexing the second data and the first data to which the encipherment processing has been implemented; and implementing the encode processing to the multiplexed data.

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--41. (Amended) The transmitting method as set forth in claim 39, wherein the second data include at least one unit of advertisement data.

--42. (Amended) The transmitting method as set forth in claim 39, wherein the data extracted from the second data are predetermined line data of a predetermined frame of the advertisement data.

--43. (Amended) The transmitting method as set forth in claim 39, wherein the data extracted from the second data are data of a predetermined frame of the advertisement data.

--44. (Amended) A data reproducing method, comprising the steps of:

extracting content concealment data for concealing content data from second data in which the content concealment data are buried of data reproduced prior to first data including the content data in reproducing the first data and including the second data;

decoding a cipher implemented to the first data by using the extracted content concealment data; and

outputting the decoded first data subsequently to the second data.

--45. (Amended) The data reproducing method as set forth in claim 44, the method further including the steps of:

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temporarily taking the second data into a buffer memory; and extracting the content concealment data from the second data taken into the buffer memory.

--46. (Amended) The data reproducing method as set forth in claim 44, wherein when the second data undergo special reproduction cryptanalysis processing of the first data is stopped.

--47. (Amended) The data reproducing method as set forth in claim 44, wherein when one of the second data fail to be read and the content concealment data fail to be extracted from the second data reproduction of the first data is stopped.

--48. (Amended) The data reproducing method as set forth in claim 47, wherein when the second data undergo special reproduction cryptanalysis processing of the first data is stopped.

--49. (Amended) A data reproducing method, comprising the steps of:

extracting data of a predetermined area of second data of data including first data and the second data, the second data being disposed where a read operation is performed prior to the first data in reproducing the first data and the first data undergoing encipherment processing by using the data extracted from the second data;

decoding a cipher implemented to the first data by using the extracted data; and

outputting the decoded first data subsequently to the second data.

--50. (Amended) The data reproducing method as set forth in claim 49, wherein when one of the second data fail to be read and the data of the predetermined area fail to be extracted from the second data reproduction of the first data is stopped.

--51. (Amended) The data reproducing method as set forth in claim 49, wherein when the second data undergo special reproduction cryptanalysis processing of the first data is

stopped.

--52. (Amended) A reproducing method, comprising steps of:

taking second data in which content concealment data is buried into a reproducing apparatus through a network in reproducing first data including content data of a recording medium adapted so that the first data are recorded after encipherment processing based on the content concealment data;

extracting the content concealment data from the second data taken in;

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decoding a cipher implemented to the first data read from the recording medium by using the extracted content concealment data; and

outputting the decoded first data subsequently to the second data.

--53. (Amended) The reproducing method as set forth in claim 52, wherein the second data include at least one unit of advertisement data.

--54. (Amended) The reproducing method as set forth in claim 52, the method further including the steps of: temporarily taking the second data into a memory section; and extracting the content concealment data from the second data taken into the memory section.